



June 14, 2023

Emotional Content, Index Bloat, and Password Pandamonium

Hello Everyone!

I'm pretty sure I've discussed a lot of technical writing tips, particularly in the early days of this email. Readers have probably noticed that I've moved on to tips to keep the effort going.

If you are looking for technical tips, check out the earlier newsletters on my [newsletter archive page](#).

In other news, index bloat isn't a Google thing, and are passwords really on the way out? I certainly hope so!

Til next week,

Ruth Ann Monti

Writing Tips

I wrote about using [negative content](#) several weeks ago. While I find it draining to produce (and to read), I recognize its benefits because negativity is a strong emotion.

Readers react to emotion - we're wired for this! Don't be afraid to inject emotion into your content, especially dry content that can use a little spark.

When I ghostwrite content for clients in the science or tech fields, I try to



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use words like "unexpected" and "excited" to personalize the content a bit without sacrificing objectivity.

After all, there's nothing wrong with relaying an exciting or unexpected finding from one's own research.

SEO/Content News

[Google says index bloat isn't a real thing](#), Matt G. Southern reports in *Search Engine Journal*. This is good for me since I don't *think* I've heard of the term.

It's kind of a misnomer anyway. Google doesn't limit how many pages it will index so it doesn't get bloated.

It just won't bother indexing pages that are specifically labeled to not index, like printer-friendly pages that would otherwise look like duplicate content.

Google also won't "punish" sites with poor or thin content. It simply won't



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recommend them in search engine results.

Remember, Google's job is like a [successful matchmaker](#), in this case between search queries and the best content it can find. For Papa, make it a scholar!

Password Pandamonium

Passwords are on their way out. Shubham Agarwal writes for *Insider*. Passkeys, which I wrote about in an earlier newsletter, is the way to go. He's already enlisted in passkey security.

Big Tech is as fed up with passwords as the rest of us, Agarwal writes, and they're doing something about it.

This topic is especially relevant as the popular password manager LastPass had not one, but two major security "incidents" last year, as *ZDNet* reminds us. It's helpfully reviewed alternatives to LastPass, including Agarwal's own preference, 1Password.



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